

**MAR IVANIOS COLLEGE (AUTONOMOUS)  
THIRUVANANTHAPURAM, KERALA**  
(Affiliated to University of Kerala)



**DEPARTMENT OF JOURNALISM AND  
MASS COMMUNICATION**

**SYLLABUS OF BA JOURNALISM AND MASS  
COMMUNICATION**

*(Approved by the Academic Council (Mar Ivanios College) on 14<sup>th</sup> May 2021)*

**First Degree Programme under  
CHOICE BASED CREDIT & SEMESTER SYSTEM (CBCSS)  
Career Related 2(a) Course**

**2021**

## FOREWORD

Higher education in India is undergoing paradigmatic changes by imbibing global quality standards and innovative teaching-learning methods. Apart from imparting sound knowledge in the discipline, the pedagogy intends to make this knowledge actionable in real world situations. The focus has shifted from the ‘teacher’ to the ‘student’ and the mechanical process of knowledge transfer has changed to co-learning and knowledge creation. The understanding of concepts is expected to lead the learner to application in relevant areas and creation of novel ideas to tackle the emergent issues related to concepts. To graduate the teaching- learning process from top-down transfer models to bottom-up sharing models, a coherent framework is to be evolved and put in place. With this objective, the UGC and Kerala State Higher Education Council have initiated a number of educational reforms in curriculum framework and assessment of various programmes.

The syllabus of B.A. Journalism and Mass Communication has been revised by the Boards of Studies of Journalism and Mass Communication (2018-2020 and 2020-2022) of Mar Ivanios College (Autonomous) with the intention and earnest desire to adapt to national and global standards set forth in media education. Media education in India has to undergo changes in order to meet the challenges of the ever changing knowledge and skill requirements of the learner put forth by industry and the rigorous inter disciplinary academic imperatives. It also extends the inculcation of solid ethical foundations for those who engage with media in its multi-faceted realms and the furthering of the entrepreneurial capabilities of all learners in order to create remodeled media ecosystem appropriate for the digital era.

The UGC has introduced Learning Outcomes Based Curriculum Framework (LOCF) with a view to reforming the UG curricula broadly based on four parameters. These are Knowledge, Understanding, Skills and Attitudes and Values. A degree is awarded on the basis of demonstrated achievement of outcomes expressed broadly in these parameters. In the entire process of teaching, learning and evaluation the student assumes the center stage and his/her demonstrated abilities after the completion of each course in the programme are pre-defined. The step-by step procedure to achieve the programme outcome for each learner is mapped in the LOCF. The framework is formulated in accordance with the principles and guidelines of the internationally accepted Outcome Based Education (OBE). A lucid declaration of Programme Outcome (Aims and Objectives of the programme) is the first step in this direction. Stating the Graduate Attributes (GAs), Qualification Descriptors (QDs), Programme Learning Outcomes (PLOs), and Course Learning Outcomes (CLOs) as visible targets for teachers and students and establishing the linkage between these statements to culminate in the achievement of POs is the logical flow suggested in OBE-LOCF.

The UG programme in Journalism and Mass Communication (B.A. JMC) is restructured by taking into account the reforms route map suggested by the UGC, expert guidance provided by KSHEC and IQAC (Mar Ivanios College), and the academic instructions offered by the Chairman and eminent members of the BoS (JMC).

### **Boards of Studies (2018-20 and 2020-22)**

**Dr. N.Muhammadali**, HoD& Asso. Professor Chairman  
Dept. of Journalism and Mass Communication  
University of Calicut, Thenjippalam, Kozhikkode – 673635

**Dr. S.R. Sanjeev**, HoD& Asst. Professor  
Dept. of Journalism and Mass Communication,  
Mar Ivanios College, Thiruvananthapuram -15

**Dr.M.S.Harikumar**, HoD& Assistant Professor (2018-20)  
Dept. of Communication and Journalism  
University of Kerala

**Dr.P.Lal Mohan**, HoD& Assistant Professor (2020-22)  
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**Dr. Priyamol M.S.**, Asst. Director  
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**Dr. Merlin Abraham**, Asst. Professor  
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**Dr. P. P. Shaju**  
Associate Professor, Dept. of Journalism, Mary Matha College,  
Mananthavady, Wayanad District

**Dr. Abdul Muneer. V.**, Associate Professor Journalism  
EMEA College, Calicut University

**Dr.Simy Varghese**, HoD and Associate Professor.  
Journalism and Mass Communication  
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**Ms. Maggie J.**, Asst. Professor  
Dept. of Communication and Journalism  
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**Sri. Damodar Prasad**  
Director, EMMRC,  
University of Calicut

**Prof.M.Vijayakumar (Rtd.)**  
Director, Department of Communication and Media Studies  
Mariyan College, Kuttikkanam, Peerumedu  
Idukki Dist.-685531

**Ms.Deepamol Thomas**, Asst. Professor  
Mar Ivanios College, TVM

**Sri. Johny Lukose**, Director, News  
Manorama News, MMTV Ltd. , Aroor, Alappuzha

**Sri.M.G.Radhakrishnan**, Editor-in-chief  
Asianet News, Thiruvananthapuram

**Sri. Manoj K.Das** , Editor, Mathrubhumi Daily  
K P Kesava Menon Road, Kozhikkode

**B Sreejan**, Metro Editor  
Times of India, Trivandrum

**B.Ramesh Kumar**, Chief News Editor  
Mathrubhoomi daily, Thiruvananthapuram

**Mr. S.Biju**, Coordinating Editor  
Asianet News, Thiruvananthapuram

**Sri. Sunil Prabhakar**, Digital Media Expert and Trainer  
Mathrubhumi

**Sri. Bibin S Nath**, Jr. Gr. Group B officer  
Indian Information Service  
Press Information Bureau

**Ms. Sreekutty S.**, Assistant Professor  
Department of Mass Communication and Journalism  
NMSM Government College, Kalpetta,

## **BA JOURNALISM AND MASS COMMUNICATION**

The Under Graduate level programme in Journalism and Mass Communication aims at creating knowledgeable professionals with sufficient skills who are guided by ethical and social values. They are expected to acquire exposure to knowledge areas in Social Sciences and Arts as well as awareness in all facets of life. The programme imparts a schema for understanding, analyzing, processing, and presenting information in a discerning manner befitting the interests of the society. The conventional media education which hinges on historical perspectives, theoretical foundations, acquisition of skills in using various tools, and ethical outlook on subjects and issues concerning everyday life empowers a student to engage with information. However, in the complex arena of information overload and information entropy, the conventions have to be revisited by infusing holistic perspectives on information. The truthful reproduction of information in digitally appropriated media forms has become the need of the hour. The B.A. programme in JMC is expected to guide the learner through these complexities and empower him/her to deal with information that is relevant to a digital society comprising of both immigrants and natives of the digital world.

In this context, the programme is structured with foundational, core, vocational, and elective courses which enhance the knowledge level, attribute necessary skills, engage with contemporary challenges, and enable to respond, create and act upon such problems. The programme also imparts language skills necessary for a Mass Communication professional and exposes the learner to other disciplines of study of their choice. The CBCSS (Choice Based Credit and Semester System) instituted earlier has also incorporated the OBE mode of study by clearly defining the learning outcomes of each courses.

### **AIMS AND OBJECTIVES OF FDP IN JOURNALISM AND MASS COMMUNICATION**

- Understand theoretical foundations and guiding principles of Mass Communication disciplines in general, and Journalism and Visual Communication in particular.
- Acquire skills of information gathering, processing and presentation required for a Mass Communication Professional in media forms and its technologies grounded in critical thinking, innovative and entrepreneurial outlook, and ethical codes.
- Provide exposure to the basics of allied disciplines of Mass Communication such as advertising, film-making, corporate communication and development communication and instil creative engagement in order to establish linkage with employable areas.
- Develop an aptitude for pursuing research and formulating actionable proposals to address the emergent issues in Media and Communication.

## **GRADUATE ATTRIBUTES**

Any graduate of Mass communication and Journalism should be media literate with an adequate understanding of the core concepts of communication and knowledge of new communication technologies, and responsibility towards the society. Graduate Attributes of JMC spell out the qualities, abilities, and skills acquired by the learner over and above the curriculum.

The Graduate Attributes of a Mass Communication student after the completion of the programme are:-

- **Disciplinary Knowledge:** Understanding of concepts, methods, and theories of Mass Communication in a historical perspective and ability to synthesise the acquired knowledge with emergent issues and discourses.
- **Acquisition of skills necessary for practice:** Textual and visual language capabilities, technical knowledge to effectively function in a techno-centric environment, effective communication skills to impart acquired knowledge and elicit meaningful feedback, and journalistic skills of knowing, understanding, and presenting information of value and interest to masses.
- **Ethical approach:** Driven by progressive values and respect for good traditions to respond and act in the direction of maintaining harmonious social relations.
- **Critical and Reflective Thinking:** Habits of critical evaluation, lateral thinking, and finding unique ways to meet the challenges of Mass Communication institutions and industry.
- **Research:** Life-long learning as an everyday practice, self-motivation for knowledge addition, and exposure to systematic and scientific research methods hinged on theoretical frameworks.
- **Leadership capabilities:** Empowerment of the 'leader' in the learner and ability to envision the roadmap to tackle present and future issues. Initiative to motivate the team members to achieve the desired goal.

## **QUALIFICATION DESCRIPTORS**

Qualification Descriptors of B.A. Mass Communication and Journalism describe the academic standard and professional skills in terms of the knowledge level, competencies, and values attained by a learner and demonstrated by him/her in terms of actual outputs in real world situations.

These are:-

- **Demonstration of knowledge and its applications** in the areas of Mass Communication imparted through curriculum in order to perform assigned tasks in all formats of

Journalism, Visual Communication, Public Relations, Advertising, Media Management, Development and Political Communication and other allied areas.

- Exhibition of acquired skills for lucid presentation and value addition of information, designing new formats for message formulation, engaging with the digital environment, ICT tools, and emergent technologies, possessing ability to think critically and giving leadership in all circumstances.
- Capacity to research in a systematic and scientific way to address issues and problems in the field of Mass Communication and ability to seek answers with the help of robust understanding of theories and principles of the discipline.
- Initiating actions within the boundaries of widely accepted ethical and legal frameworks. Promoting progressive values in all actions of Mass Communication related areas.

### **PROGRAMME LEARNING OUTCOMES**

Based on the POs, GAs, and QDs, the Programme Learning Outcomes of B.A. JMC are defined as follows.

After the completion of the programme, a learner shall:

- acquire fundamental knowledge of Mass communication and Journalism and related study areas
- be competent enough to undertake professional job as per demands and requirements of media industry
- become ethically committed media professionals and entrepreneurs adhering to human values of diverse cultures
- be able to think critically, act in an appropriate manner and achieve the desired results
- acquire primary research skills, understand the importance of innovation, entrepreneurship, and incubation abilities
- be able to enhance the ability of leadership
- understand the importance of cooperation and teamwork.

## OVERVIEW OF THE B.A. PROGRAMME

<b>COURSE STRUCTURE AND SYLLABI OF CAREER RELATED FIRST DEGREE PROGRAMME UNDER CBCS (2a) – B.A. JMC</b>	
Programme	Journalism and Mass Communication
Foundational, Core and Vocational Courses	Journalism, Mass Communication and Video Production
Complementary Courses	English and Malayalam
Language Courses	Malayalam/Hindi/French

<b>SUMMARY OF THE COURSE STRUCTURE</b>				
Courses	Semester	No. of courses	Hrs/week	Credits
Language Course- a) English	I, II, III & IV	4	20	12
Language Course- b) Additional language (Hindi, Malayalam or French)	I, II	2	10	6
Foundation Courses	I, III	2	5	5
Core Courses	All semesters	12	45	41
Vocational Courses	All semesters	10	37	32
Complementary Courses	I, II, III and IV	4	20	16
Open Course	V	1	3	2
Elective Course	VI	1	4	2
Project	V, VI	1	6	4
<b>Total =&gt;</b>		37 Courses	150 Hours	120 Credits

Over and above 120 credits, each learner will be awarded **6 credits** more if he/she completes the following components of the programme.

Courses	Semester	No. of courses	Credits
Lab Journal Production	III and IV	1	2
Massive Open Online Course (MOOC)	Between II and III	1	2
Internship Programme	Between IV and V	1	2



<b>PATTERN OF THEORY QUESTION PAPERS FOR ALL SEMESTERS</b>				
<b>Question Type</b>	<b>Total number of Questions</b>	<b>Number of Question to be answered</b>	<b>Marks for each Questions</b>	<b>Total Marks</b>
Very short answer type(One word to Maximum of 2 sentences)	10	10	1	10
Short answer(Not to exceed one paragraph)	12	8	2	16
Short essay(Not to exceed 120 words)	9	6	4	24
Long essay	4	2	15	30
Total	35	26		80

### **OPEN AND ELECTIVE COURSES**

During the First Degree Programme, students have to undergo one open course and one elective course in their fifth and sixth semesters respectively. The open course offered by the department of Journalism and Mass Communication can be opted by students from other departments during their fifth semester. Students of JMC can choose a course from the elective courses offered by the department of JMC during their sixth semester.

<b>Open Courses</b>			
<b>Course code</b>	<b>Course Name</b>	<b>Hrs/Week</b>	<b>Credits</b>
AUJC581.a	Film Appreciation	3	2
<b>OR</b>			
AUJC581.b	Communication Skills	3	2

<b>Elective Courses</b>			
<b>Course code</b>	<b>Course Name</b>	<b>Hrs/Week</b>	<b>Credits</b>
AUJC691.a	Multimedia Production	4	2
<b>OR</b>			
AUJC691.b	Science Journalism	4	2

### **OPTIONAL COMPLEMENTARY COURSES**

Students who have not studied Malayalam up to 10<sup>th</sup> standard will be given an option to choose two complementary courses offered by the Boards of Studies of Mar Ivanios College (Autonomous) in Humanities, Social Science and Languages with equivalent credits in Semester 1 and Semester 2 in place of Malayalam Complementary Courses. **However, this facility will not be extended to any student who has studied Malayalam up to 10th standard.**

## EVALUATION AND GRADING

The Evaluation of each course shall consist of two parts.

- 1) Continuous Evaluation (CE) or Continuous Assessment (CA)
- 2) End Semester Evaluation (ESE) or End Semester Assessment (ESA)

There shall be a maximum of 80 marks for ESE/ESA and maximum of 20 marks for CE/CA for all Courses (Theory and Practical). A student shall be permitted to appear for the End Semester Examinations for any semester (practical/theory) if the student secures not less than 75% aggregate attendance for all the courses taken together during the semester. Grades are given on a 7-point scale based on the total percentage of mark (CE+ESE) as given below.

Criteria for Grading		
Percentage of marks	CCPA	Letter Grade
90 and above	9 and above	A+ Outstanding
80 to < 90	8 to <9	A Excellent
70 to <80	7to<8	B Very Good
60 to < 70	6to<7	C Good
50 to < 60	5to<6	D Satisfactory
40 to < 50	4to<5	E Adequate
Below 40	<4	F Failure

The following are the distribution of CA/CE marks for the theory courses of UG programmes.

Theory Courses	Mark distribution [Maximum marks]
Test	10
Assignment/ Seminar	5
Attendance	5

### **TEST: (MAX. MARKS - 10)**

For each Course there shall be one internal test during a semester. This will be a model examination for three hours and will be based on the question paper pattern for the End Semester Examination. Appearance of this test is mandatory for all students. There will be no provision for retest on the basis of absence in the test. The scheme and question paper pattern for the test paper as well as for the End Semester Examination will be prepared by the Board of Studies.

### **ATTENDANCE: (MAX. MARKS - 5)**

A student must secure a minimum of 75% aggregate attendance for all courses of a semester taken together to become eligible to register for each End Semester Examination. The

attendance percentage will be calculated from the day of commencement of semester to the last working day of that semester. Attendance eligibility will be checked both at the time of registration for the End Semester Examination as well as at the time of issue of hall tickets. Those students who fail to secure the minimum aggregate attendance will have to repeat the semester with the next batch by seeking re-admission. The award of attendance for CE/CA shall be given course-wise. A student who fails to get 75% attendance can apply for condonation from the college, if duly recommended by the Faculty Advisor and Head of the Department, for a maximum of 10 days in a semester for valid reasons, twice during the entire programme. Condonation thus granted shall not be considered for the award of CE marks. A student who seeks condonation on genuine medical grounds should produce a medical certificate clearly stating the inability of the student to attend classes with the recommendation of the Faculty Advisor and Head of the Department on condition that the matter pertaining to leave of absence has been given in writing by the parent/guardian to the concerned Head of the Department within 3 working days from the commencement of leave. The decision of the Principal shall be final in such matters. Reappearance of course(s) will be distinctly indicated in the final mark/grade sheet. Marks shall be allotted for course-wise attendance, for individual courses in which a student has registered, as follows:

<b>ATTENDANCE (%)</b>	<b>MARKS</b>
Less than 75%	0 mark
75%	1 mark
76 to 80%	2 marks
81 to 85%	3 marks
86 to 90%	4 marks
Above 90%	5 marks

#### **ASSIGNMENTS/ SEMINARS: (MAX. MARKS 5)**

Each student shall be required to do one assignment or seminar for each Course. The seminars shall be organized by the teacher/teachers in charge of CA and the same shall be assessed by a group of teachers including the teacher/ teachers in charge of that Course. Assignments/Seminars shall be evaluated on the basis of their quality. The teacher shall define the expected quality of an assignment in terms of structure, content, presentation etc. and inform the same to the students. Due weight shall be given for punctuality in submission. The Seminar will be evaluated in terms of structure, content, presentation, interaction etc and carried out/conducted in supervision with the concerned department.

#### **MASSIVE OPEN ONLINE COURSE (MOOC)**

All students are expected to attend and complete a Massive Open Online Course (MOOC) in the summer vacation after second semester from any recognised online platform

such as SWAYAM. The certificate should be submitted to the department before the registration of Semester III ESE. The Head of the Department shall submit a report with the names of the students who have completed the MOOC to the CoE for award of 2 credits over above the total credits of the programme.

### **LAB JOURNAL PRODUCTION**

During the 2<sup>nd</sup> and 3<sup>rd</sup> semesters all students are expected to produce a lab journal which tests the ability for idea generation, news gathering, presentation, design and publication. This exercise can be done individually (2 pages – A3 size) or in a group limited to five students (6 to 8 pages A3 size) under the supervision of faculty members. The printed journal should be submitted with certification for evaluation before the deadline given by the department. The journal will be evaluated along with the viva voce examination of Video Project Practical. The Board of examiners will recommend the award of credits to the Controller of Examination for lab journal production.

### **INTERNSHIP**

One month Internship in any media firm after the second academic year of the programme during the vacation is an essential requirement for the completion of the course. The Internship Report along with the candidate's evaluation and certificate from media firm shall be submitted to the department. Internship report will be evaluated by a board of examiners along with the viva voce of the Project Report after Semester VI classes. Two credits will be awarded for the student after the successful completion and evaluation of the internship programme.

### **VIDEO PROJECT (PRACTICAL)**

During the fifth semester of the course all students must complete a video project and submit it to the department as per the directions of the project supervisor. The submission can be done either individually or by a group of not more than five students. The submitted visual productions will be evaluated through viva voce examination. Each student has to appear before the board of examiners. 80 marks will be awarded by the board of examiners of viva voce and 20 marks will be awarded by the supervising faculty member by taking into account the quality, team work and uniqueness of visual productions apart from the video project.

### **PROJECT/DISSERTATION WORK:**

For each First Degree Programme there shall be a Project/Dissertation Work. The Project/Dissertation work can be done either individually or by a group not exceeding five students. However, Viva-Voce based on the Project/Dissertation work shall be conducted individually.

The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher. The report of the Project/ Dissertation shall be submitted to the Department in duplicate before the completion of the sixth semester. There shall be no continuous assessment for Dissertation / Project work. A Board of two Examiners (Internal-1 and External-1) appointed by the Controller of Examination shall evaluate the report of the Project/Dissertation work. The detailed guidelines regarding the conduct and evaluation of the Project/Dissertation will be framed by the Boards of Studies.

Internship report will also be evaluated by a board of examiners along with the viva voce of the Project Report after Semester VI classes.

### **ADMISSIONS:**

The admission to the FDP in JMC will be as per the rules and regulations of the University of Kerala.

Eligibility for admission to BA Journalism and Mass Communication is

- a) A pass in the Higher Secondary Examination of the State or an Examination accepted by the University as equivalent thereto.
- b) Index mark is calculated as:- Marks obtained in Higher Secondary/Equivalent Examination + 10% of the marks obtained for Journalism as weightage (for candidates who have studied Journalism as a subject at the +2 level)

## DETAILED COURSE STRUCTURE

<b>SEMESTER I</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hrs/week</b>	<b>Credits</b>
AUEN 111.4	English I	Language Course I	5	3
AUFR 111.4 AUHN 111.4 AUML 111.4	Additional Language I(French, Hindi or Malayalam)	Language Course II	5	3
AUJC121	Introduction to Mass Communication	Foundation Course I	2	2
AUJC141	History of Media	Core Course 1	3	3
AUJC142	Reporting	Core Course 2	2	2
AUJC151	Editing	Vocational Course 1	3	3
AUML 131	<i>Sargathmaka Rachana: ThathwavumAvishkaravum</i>	Complementary Course I	5	4
Total			25	20

<b>SEMESTER II</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hrs/week</b>	<b>Credits</b>
AUEN 211.4	English II	Language Course III	5	3
AUFR 211.4 AUHN 211.4 AUML 211.4	Additional Language II (French, Hindi or Malayalam)	Language Course IV	5	3
AUJC241	Introduction to Environmental Studies	Core Course3	4	4
AUJC251	Audio Visual Communication	Vocational Course 2	3	3
AUJC252	Photo Journalism	Vocational Course 3	3	3
AUML 231	<i>Madhyama Rachana: ThathwavumAavishkaravum</i>	Complementary Course II	5	4
Total			25	20

<b>SEMESTER III</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hrs/week</b>	<b>Credits</b>
AUEN 311.4	English III	Language Course V	5	3
AUJC321	Theories and Methodology of Mass Communication	Foundation Course2	3	3
AUJC341	Feature Writing and Magazine Journalism	Core Course 4	4	3
AUJC351	Radio Broadcasting	Vocational Course 4	4	3
AUJC352	Television: Principles and Practice	Vocational Course 5	4	4
AUEN 331	English	Complementary Course III	5	4
Total			25	20

<b>SEMESTER IV</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hrs/week</b>	<b>Credits</b>
AUEN 411.4	English IV	Language Course VI	5	3
AUJC441	Public Relations and Corporate Communication	Core Course 5	4	4
AUJC442	Advertising	Core Course 6	4	4
AUJC451	Introduction to Cinema	Vocational Course 6	3	2
AUJC452	Documentary Film	Vocational Course 7	4	3
AUEN 431.4b	English for Media	Complementary Course IV	5	4
Total			25	20

<b>SEMESTER V</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hrs/week</b>	<b>Credits</b>
AUJC541	Malayalam Journalism	Core Course 7	5	4
AUJC542	Intercultural Communication	Core Course 8	3	3
AUJC543	Media Laws and Ethics	Core Course 9	3	3
AUJC551	Introduction to Communication Research	Vocational Course 8	4	4
AUJC552	Video Project(Practical)	Vocational Course 9	4	4
AUJC581.b	Film Appreciation	Open course 1	3	2
OR				
AUJC581.a	Communication Skills	Open Course 1	do	do
	Project		3	-
Total			25	20

<b>SEMESTER VI</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hrs/week</b>	<b>Credits</b>
AUJC641	Development Communication	Core Course 10	4	3
AUJC642	Business and Financial Journalism	Core Course 11	5	4
AUJC643	Advanced Television Production	Core Course 12	4	3
AUJC651	Online Media and Data Journalism	Vocational Course 10	5	4
AUJC691.a	Multimedia Production	Elective Course 1	4	2
OR				
AUJC691.b	Science Journalism	Elective Course 1	-do-	-do-
AUJC644	Project		3	4
Total			25	20

<b>Total Credits of the Programme</b>	<b>120</b>
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### Additional Credits

<b>Courses</b>	<b>Semester</b>	<b>No. of courses</b>	<b>Credits</b>
Lab Journal Production	During III and IV	1	2
Mandatory Massive Open Online Course (MOOC)	Between II and III	1	2
Mandatory Internship Programme	Between IV and V	1	2

## SEMESTER I

### INTRODUCTION TO MASS COMMUNICATION

<b>Course code: AUJC121</b>	<b>Foundation Course 1</b>	<b>2 Hrs/Week</b>	<b>2 Credits</b>
<b>Objective</b>	The course exposes the students to the basics of communication studies and familiarize them with different perspectives exist in this faculty. The concepts of the communication are discussed to evaluate and apply in Mass Media applications. The students are encouraged to build a foundation for themselves for advanced studies in communication through this course.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Acquisition of systematic knowledge of communication process, types and barriers		
<b>CO2</b>	Understanding of various concepts of Mass Communication and types of Mass Media		
<b>CO3</b>	Exposure to models of communication and various aspects of non-verbal communication		
<b>CO4</b>	Awareness about the role of media in society and ability to discern mass media audience characteristics		
<b>COURSE MODULES</b>			
<b>Module 1</b>	What is communication? – definitions – evolution of human communication – elements and process of communication – types of communication – intrapersonal, interpersonal, group and mass communication – communication barriers – 7c’s of communication		
<b>Module 2</b>	Characteristics, functions and elements of mass communication – types of mass media: print, radio, film, TV, internet – a comparison of the scope and limitations of print and broadcast media, online media and its potential		
<b>Module 3</b>	Models of communication – Rhetoric model – Shannon & Weaver model – SMCR model – Lasswell’s model – Schramm’s model – Circular model – Dance model – New Comb’s model – Westley and MacLean Model- Gerbner’s model		
<b>Module 4</b>	Non-verbal Communication: Facial expressions- Eye behaviour- Kinesics- Proxemics- Haptics- Chronemics- Vocalics; Verbal Communication- The art of written communication		
<b>Module 5</b>	Mass Media Audience- Feedback- The Role of Media in Society- Regional,		



	National and Global Media- Media and Globalisation
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Kumar, Keval J. (2010), Mass Communication in India, New Delhi, Jaico Publishers	
Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers	
Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge	
Mc Quail, Dennis (2000), Mass Communication Theory: An Introduction, London, Sage	
Baran, Stanley J. & Dennis K. Davis (2006), New Delhi, Cengage Learning India	
Vivian, John (2013), The Media of Mass Communication, New Delhi, PHI Learning	
Vilanilam, J. V. (2003), Growth and Development of Mass Communication in India, New Delhi, NBT	
Bhargava, G. S. (2012), The Press in India: An Overview, New Delhi, NBT	
Jeffry, Robin (2011), India's Newspaper Revolution – Capitalism, Politics and the Indian-Language Press, New Delhi, OUP	
Thomas, M. V. (2005), Bharathiya Pathracharithram, Thiruvananthapuram, KSLI	

<b>HISTORY OF MEDIA</b>			
<b>Course code:</b> <b>AUJC141</b>	<b>Core Course 1</b>	<b>3 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	Understanding the history and evolution of Indian Media and its role in social renaissance and freedom movement is the primary objective of this course. This course also discusses the history of Malayalam Press, Radio and Television in India.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Historical knowledge of Indian Press, it's role in social renaissance and freedom movement		
<b>CO2</b>	Understanding of the evolution and growth of Malayalam Press, its role in pre and post independent India		
<b>CO3</b>	Exposure to the history of Radio and Television in India		
<b>CO4</b>	Ability to build historical perspectives while engaging in contemporary mass media discourses.		
<b>COURSE MODULES</b>			
<b>Module 1</b>	History and development of Journalism across the world: Overview. Evolution of Indian Press: William Boltz- James Augustus Hicky –Metcalf and Indian Press- Early Bengal Newspapers: Rajaram Mohun Roy - James Silk Buckingham – Missionary Zeal of Indian Journalism- Serampore Missionaries. Early Maratha		

	Newspapers- Early Madras Newspapers
<b>Module 2</b>	The Press and the Indian Freedom Movement: Dadabhai Naoroji- Tilak- Nehru- Annie Besant- Gandhian revolution in Indian Journalism- Press in Independent India (1947-1975, 1975-77, Since 1977)
<b>Module 3</b>	NWICO- MacBride Commission Report- Reports of press commissions in India – enquiry committee on small newspapers – Chanda Committee- Varghese committee – Kuldip Nayar committee – Prasar Bharti
<b>Module 4</b>	History of Radio in India- Evolution and growth of AIR- Radio as a medium for national development- FM Radio India
<b>Module 5</b>	History of Television in India- Evolution and Growth of Doordarshan- Major development communication exercises through Doordarshan (SITE, Kheda experiments)- Satellite Television in India
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Kumar, Keval J. (2010), Mass Communication in India, New Delhi, Jaico Publishers	
J.Natarajan, History of Indian Journalism, Publications Division	
Nadiga Krishna Moorthy, Journalism in India: From the earliest times to the present day, Sterling Publishers	
Puthuppalli Raghavan: Kerala Pathrapravarthana Charitram, Kerala Sahithya Academy	
Vilanilam, J. V. (2003), Growth and Development of Mass Communication in India, New Delhi, NBT	
Bhargava, G. S. (2012), The Press in India: An Overview, New Delhi, NBT	
Jeffry, Robin (2011), India’s Newspaper Revolution – Capitalism, Politics and the Indian-Language Press, New Delhi, OUP	
Thomas, M. V. (2005), Bharathiya Pathracharithram, Thiruvananthapuram, KSLI	

<b>REPORTING</b>			
<b>Course code:</b> <b>AUJC142</b>	<b>Core Course 2</b>	<b>2 Hrs/Week</b>	<b>2 Credits</b>
<b>Objective</b>	Skill development to identify news worthy events as well as knowledge in various concepts that determines news values are achieved through this course. Reporting for both print and electronic media, news room operations and current trends in reporting are discussed in this course to equip the students to handle real life situations.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Get to know the guiding principles of news and news values		
<b>CO2</b>	Understanding of the functioning of reporting wing of a news organisation		

<b>CO3</b>	Gaining practical knowledge in reporting matters of public interest
<b>CO4</b>	Acquisition of knowledge in doing specialised reporting, news planning and various presentation formats
<b>COURSE MODULES</b>	
<b>Module 1</b>	What is news? – news values – the basics of reporting – news gathering techniques – news structure – types of news – hard news & soft news – news sources- news conference – meet the press - Internet and Social Media as sources of News
<b>Module 2</b>	Reporter’s duties and responsibilities –beat reporting – Discussion on objectivity, fairness, accuracy and truth - the art of interviewing - specializations-- the functioning of a news bureau
<b>Module 3</b>	News planning – covering events – reporting politics, economic matters, sports, disasters, crime, court, civic issues, elections, development etc
<b>Module 4</b>	Reporter’s copy – chronological, inverted pyramid and other formats – different types of leads
<b>Module 5</b>	Investigative journalism- Pack Journalism- Precision Journalism- Page 3 culture- Advocacy Journalism- Hyper local journalism- Data as news ingredient- Writing news analysis
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Fedler, Fred, John R. Bender, Lucinda Davenport & Michael W. Drager (2001), Reporting for the Print Media, New York, OUP	
Keeble, Richard (2001), The Newspapers Handbook, London, Routledge	
Metz, William (1990), News Writing: From Lead to 30, New Jersey, Prentice Hall	
Shaju, P. P. (2014), Writing for the Media, Calicut University	
Brooks, Brian & James L. Pinson (1997), Working with Words: A Concise Handbook for Media Writers and Editors, New York, St. Martin’s Press	

<b>EDITING</b>			
<b>Course code: AUJC 151</b>	<b>Vocational Course 1</b>	<b>3 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	The course aims at improving the editing skills, creative thinking while planning and designing news content and giving exposure to various tools, methods and formats of editing.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Understanding principles of news editing, translation and packaging content for print media		
<b>CO2</b>	Knowledge in newsroom operations, functioning of various departments and		

	work flow
<b>CO3</b>	Exposure to page design, technical tools, production and publication of newspapers
<b>CO4</b>	Applying aesthetics, style and innovative formats in packaging a newspaper
<b>COURSE MODULES</b>	
<b>Module 1</b>	What is editing? – rules and principles of editing – editing personnel – Organizational structure of a newspaper: Editorial, Circulation, Mechanical and Marketing departments- Role and functioning of a news desk – planning and preparation by the editorial team
<b>Module 2</b>	News room operations – news processing – editing for clarity and accuracy – style book – handling reporter’s copies– press releases – translation
<b>Module 3</b>	Headline writing – functions of headlines – principles of writing headlines – types of headlines – banner, skyline, kicker, deck, strap line, feature heads etc. – visual quality of newspaper – pictures – captions – cut lines – blurbs – infographics
<b>Module 4</b>	Page make up – principles of page design – types of lay-outs – newspaper formats – broadsheet – tabloid – Berliner – general pages – specialised pages – op-ed – letter’s to the editor – Middle- editorial writing – columns – features- Page make up software
<b>Module 5</b>	News agencies: Global and National- Handling agency copies - News Ombudsman- Ownership pattern of newspapers in India- Morning, Dak and Web editions of a newspaper
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Westly, Bruce (1972), News Editing, New York, Houghton Mifflin Company	
Baskette and Scissors (1986), The Art of Editing, New York, McMillan Publishing Company	
Saxena, Sunil (2006), Headline Writing, New Delhi, Sage	
Saxena, Ambrish (2007), Fundamentals of Editing and Reporting, New Delhi, Kanishka Publishers	
Stepp, Carl Sessions (2007), Writing as Craft and Magic, New Delhi, OUP	
Evans, Harold (1984), Newsman’s English, Handling Newspaper Text, News Headlines, Pictures on a Page & Newspaper Design (in 5 volumes), London, National Council for Training of Journalists	

## SEMESTER II

### INTRODUCTION TO ENVIRONMENTAL STUDIES

<b>Course code: AUJC241</b>	<b>Core Course 3</b>	<b>4 Hrs/Week</b>	<b>4 Credits</b>
<b>Objective</b>	This course is aimed at imparting the values of environmental conservation and to create awareness about sustainable development and management of environmental hazards.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Understanding of the importance of sustainable development by keeping the environmental resources intact for future generations		
<b>CO2</b>	Gaining scientific knowledge about environment, eco system, energy sources and factors influencing the deterioration nature and environment		
<b>CO3</b>	Analysis of effective management of natural resources, conservation of such sources and causes of natural and man-made disasters		
<b>CO4</b>	Sensitisation of ill effects of global warming, climate change and the international debates on such issues, legal framework for environment conservation, social impact of the unsustainable development programmes and gain awareness lessons through field trip.		
<b>COURSE MODULES</b>			
<b>Module 1</b>	What is environment; how do we protect and conserve our environment; scope and importance of the public awareness about environment studies; multidisciplinary nature of environmental studies		
<b>Module 2</b>	Renewable and non-renewable resources in nature – forest, water, minerals and metals & food; use and overuse of natural resources; effects of modern agricultural practices; water and salinity; energy resources and use of alternative sources of energy; land resources and the problems of land degradation, landslides, soil erosion and desertification; equitable use of resources for sustainable development and the role of individuals in conservation of natural resources		
<b>Module 3</b>	Structure and functions of an ecosystem; food chains, food webs and ecological pyramids; brief introduction to forest ecosystem, grassland ecosystem, desert ecosystem and aquatic ecosystem		

<b>Module 4</b>	Biodiversity and its conservation; threats to biodiversity; conservation of biodiversity; biodiversity issues in India; environmental pollution (in air, water, soil and seas); noise pollution, thermal pollution, nuclear hazards; solid waste management; disaster management (flood, earth quake, cyclone and landslides).
<b>Module 5</b>	Social issues and sustainable development initiatives – urban problems related to energy; water conservation (rain water harvesting & watershed management); resettlement and rehabilitation of people evacuated from project areas; climate change and global warming; acid rain and ozone layer depletion, nuclear accidents and holocaust; conservation of wastes; Environment Protection Acts and Rules in India; role of information technology in environment and human health.
<b>Module 6</b>	Conduct of case studies of environment problems at the local level
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Agarwal, K. C. Environmental Biology. Bikaner: Nidhi Publications, 2001.	
Barucha, E. The Biodiversity of India. Ahmedabad: Mapin Publishing, 2000.	
Heywood, V. H. & Watson R. T. Global Biodiversity Assessment, London: Cambridge UP, 1995.	
Brunner, R. C. Hazardous Waste Incinerator, New York: McGraw Hill, 1989.	
Clark, R. S. Marine Pollution, Oxford UP, 2000.	
Cunningham, W. P. Cooper et al. Environmental Encyclopedia. Mumbai: Jaico Publishers, 2001.	
Jadhav, H. & Bhosle V. M. Environment Protection and Laws. Delhi: Himalaya Publishing, 1995.	
Rao, M. N. & Datta A. K. Waste Water Treatment. New Delhi: Oxford UP & IBH, 1987.	
The Biological Diversity Act 2002 (along with National Green tribunal Act 2010, Biological Diversity Rules 2004, UN Convention on Biological Diversity & Johannesburg Declaration on Sustainable Development 2002). Delhi: Professional Book Publishers, 2013.	
Ramakrishnan, P. S. Ecology and Sustainable Development: Working with Knowledge Systems. Delhi: NBT, 2013.	
Rao, Nitya. Good Women Do Not Inherit Land: Politics of Land and Gender in India. New Delhi: Orient Blackswan, 2008.	
Prabhakaran, G. Silence of the Lambs. New Delhi: Media House, 2014.	
Joseph, James. God's Own Office. London: Penguin Books, 2014.	
Pokkudan, Kallen. Kandal Kadukalkkidayil Ente Jeevitham. Thrissur: Green Books, 2013.	
Sujanapal P. et al. Susthira Oushada Sasya Krishi. Thrissur: State Medicinal Plants Board, Kerala, 2008.	
Kasturi Rangan Report. Kozhikodu: Info Friend Publications, 2013.	
Thazhakkara, Muralidharan. Krishiyile Naatarivu. Thiruvananthapuram: KSLI, 2012.	

Vijayaraghavan Nair, K. V. Paristhithiyum Kandal Kadukalum. Thiruvananthapuram: KSLI, 2014.
Suseela P. Jalavum Jala Samrakshanavum. Thiruvananthapuram: KSLKSLI, 2014.
Miller, T. G. Environmental Science. New York: Wadsworth, 2000.

<b>AUDIO-VISUAL COMMUNICATION</b>			
<b>Course Code : AUJC251</b>	<b>Vocational Course 2</b>	<b>3 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	This course aims at imparting basic scientific knowledge in sound and visuals. The course will help the students to easily understand the audio- visual media tools which are used in broadcasting and video production.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Knowledge in technical and content oriented aspects of Audio-Visual Media		
<b>CO2</b>	Understanding of principles of sound and how it can effectively utilised for communication		
<b>CO3</b>	Exposure to the visual language and basic know-how of construction of AV programmes		
<b>CO4</b>	Discernment of sound elements and introduction to sound design		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Evolution of audio – visual communication – functions of AV communication – features – scope and limitations – types of AV media		
<b>Module 2</b>	Sound – Wavelength- Frequency- Amplitude- Pitch- Modulation- Basics of Acoustics and Programme material- Spatial hearing- Stereo- Hass Effect- Reverberation- Noise levels-Timbre- Sound Envelope- The role of silence		
<b>Module 3</b>	Visual –Elements (Dot, Line, Shape, Space, Direction, Tone, Texture, Scale, Dimension, Movement, Colour, Pattern)- Rules of Visual Grammar: Balance- Proportion- Perspective- Emphasis- Movement- Pattern- Rhythm, Variety, Harmony- Unity- Gradation- Visual Perception- Graphics and Animation		
<b>Module 4</b>	Visual Language: Frame- Shot- Scene- Sequence- Aspect Ratio- Types of shots- Camera Angles: Bird’s eye view- High angle- Eye level- Worm’s eye view- Camera movements: Pan, Tilt, Dutch Angle- Track in/out- Crab dolly etc., Zoom in/out- Objective and Subjective camera- PoV		
<b>Module 5</b>	Sound elements in an AV production (Natural Sound, SFX, BGM, Voice Over)- Dubbing- Sync sound- Types of Microphones- Basics of sound design		

<b>BOOKS FOR STUDY AND REFERENCE</b>	
Defleur, Melvin L., Fundamentals of Human Communication	
Dominick, Joseph R., The Dynamics of Mass Communication, New Delhi, Mc Graw Hill	
Massaris, Visual Persuasion	
Hearn D. & Baker P. M., Computer Graphics	
Alten, Stanley R. (2005), Audio in Media, New Delhi, Cengage Learning	
Mirzoeff, Nicholas, An Introduction to Visual Culture, London, Routledge	
Slot G. (1960), Microphone to Ear, London, Mc Millan	
Vasuki Belavadi, Video Production	

<b>PHOTO JOURNALISM</b>			
<b>Course code:</b> AUJC252	<b>Vocational Course 3</b>	<b>3 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	This course aims to train students in the fundamentals of photography and give them professional training to socialize in news photography.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Knowledge in the basics of photo journalism, difference of photography and photo journalism and awareness of legal and ethical considerations of photo journalism		
<b>CO2</b>	Acquisition of skills in photography, knowing the fundamentals, updated know-how of technology		
<b>CO3</b>	Ability to explore 'visual quality'- application of visual considerations in print designs using photographs		
<b>CO4</b>	Ability to discern various types of photography and acquire skills to perform the tasks		
<b>COURSE MODULES</b>			
<b>Module 1</b>	A short history of photography – photography as a form of communication – relevance of photography in journalism – world famous pictures		
<b>Module 2</b>	Functions of a photo journalist – features of photo journalism – duties of photo journalists – selecting subjects – covering events – legal and ethical consideration		
<b>Module 3</b>	Handling cameras – types of still cameras – Types of lenses – filters – focusing – shutter speed – aperture-exposure – depth of field – lighting –		



	digital technology
<b>Module 4</b>	Principles of composition- Horizontal and Vertical formats- Effective use of light in photography- Relationship of elements- Aesthetics of visuals
<b>Module 5</b>	Photo feature – portraits – Types of photography: sports, wild life, conflict, Lifestyle- – photo editing – photo captions – cut lines – photo editing software
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Keene, Martin (1995), Practical Photo Journalism: A Professional Guide, Oxford Focal Press	
Ken Muse, Basic Photo Text	
Newnes, Basic Photograph	
Rothsteline, Photo Journalism	
Laurence Mallory, The Right Way to Use a Camera	
Bergin, Photo Journalism Manual	
Milten Feinberg, Techniques of Photo Journalism	

## SEMESTER III

### THEORIES AND METHODOLOGY OF MASS COMMUNICATION

<b>Course code:</b> AUJC321	<b>Foundation Course 2</b>	<b>3 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	This course builds a theoretical framework for students and helps them to understand the different perspectives of media content in different contexts. The course is a stepping stone to the academic knowledge in communication studies.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Understanding on the basic theories of Mass Communication Studies		
<b>CO2</b>	Exploration of the application value of theories of media studies in real life situations		
<b>CO3</b>	Exposure to the learning process of Mass Communication from the perspectives of media process, content and media consumers		
<b>CO4</b>	Ability to analyse the sociological and psychological dimensions of media studies and analysis		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Origin of communication studies – communication studies as social science – psychological perspectives of communication – attitudinal change through communication – communication and language – the basics of semiotics		
<b>Module 2</b>	Media audience – the public and the public opinion – public sphere – persuasion and propaganda – gate keeping – hypodermic needle theory – two step flow – multi step flow – agenda setting theory –Framing- Priming- the spiral of silence		
<b>Module 3</b>	Communication and society – theories of media effects– reinforcement, catharsis, narcosis, uses and gratification, cultivation –Incidental, Bandwagon and Technological effects- Mc Luhan’s interpretation of mass media - Media use theories		
<b>Module 4</b>	Media and Psychological theories – individual difference theory – learning – Conditioning- cognitive dissonance - Individual Difference- selective processes		
<b>Module 5</b>	Normative theories of the press: Authoritarian- Libertarian- Social Responsibility- Soviet Media Theory- Democratic Participant Theory		
<b>BOOKS FOR STUDY AND REFERENCE</b>			
Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge			

Mc Quail, Dennis (2010), Mc Quail's Mass Communication Theory, New Delhi, Sage
Chaturvedi, B. K. & S. K. Mittal (2011), Mass Communication Principles and Practices, New Delhi. G V Publishing House
Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers
Narula, Uma (2014), Handbook of Communication: Models, Perspectives and Strategies, New Delhi, Atlantic Publishers
Berger, Arthur Asa (2012), Media Analysis Techniques, New Delhi, Sage
Katz, Elihu (1981), Mass Media and Social Change, London, Sage

## FEATURE WRITING AND MAGAZINE JOURNALISM

<b>Course code: AUJC341</b>	<b>Core Course 4</b>	<b>4 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	Through this course students would be familiar with various writing styles for magazines, topic selection, new trends in feature writing etc. The narratives in journalism are discussed here.		

### COURSE OUTCOMES

<b>CO1</b>	Analyse the content of various types of magazines published from India
<b>CO2</b>	Ability to distinguish between the journalism practices and styles employed in magazine journalism and newspaper journalism
<b>CO3</b>	Acquisition of skills in magazine design and content generation
<b>CO4</b>	Ability to understand the nuances of feature writing and construction of long form narratives

### COURSE MODULES

<b>Module 1</b>	Feature writing- news, features and fiction – analysis- writing features- lead, body, conclusion- Narrative style of writing- picture selection
<b>Module 2</b>	Types of magazines – general interest magazines – special interest magazines – news magazines – literary magazines – scientific magazines and research journals – online magazines
<b>Module 3</b>	Magazine journalism in India – magazine journalism v/s newspaper journalism – current trends in magazine journalism
<b>Module 4</b>	Content in magazines – articles – features – reviews – columns – cartoons – photos for magazines
<b>Module 5</b>	Magazine design – design formats – cover design – use of space in magazines – free make up – layout – typography – use of infographics – colour selection

### BOOKS FOR STUDY AND REFERENCE

Summer, David E. & H. G. Miller (2006), Feature and Magazine Writing, New Delhi, Surjeet Publications
Antony Davis (1988), Magazine Journalism Today, London, Heinemann Professional Publishing
Robert Root (1996), Modern Magazine Editing, New York, Brown Publishers
Roy Paul Nelson (1978), Articles and Features, New York, Houghton Mifflin Co.
Jenny Mc Kay (2000), The Magazine Handbook, London, Routledge
John Morrish (1996), Magazine Editing, London, Routledge
Jill Dick (2004), Writing for Magazines, New Delhi, Unistar Books

### RADIO BROADCASTING

<b>Course code:</b> <b>AUJC351</b>	<b>Vocational Course 4</b>	<b>4 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	Different radio formats and their production aspects are studied through this course. The course also seeks to impart skills in writing for the ear and its co-existence with available technologies.		

### COURSE OUTCOMES

<b>CO1</b>	Knowledge in the nuances of Radio Programme Production
<b>CO2</b>	Acquisition of technical knowledge in Radio Broadcasting and exposure to journalism for Radio
<b>CO3</b>	Training in the art and craft of sound recording
<b>CO4</b>	Exposure to programming in commercial FM Radio stations

### COURSE MODULES

<b>Module 1</b>	Radio Programme Production: Types of programmes- radio talk – interview – radio drama – running commentary – documentaries – characteristics of each format- Writing for Radio
<b>Module 2</b>	Radio news – news room operation – news format – news writing – news presentation – structure of news bulletins
<b>Module 3</b>	Frequency spectrum – AM – FM – short wave - long wave – satellite radio - internet radio - Podcasts
<b>Module 4</b>	Programme recording – various types of microphones – speakers – headphones – recording software – special effects – mixing and dubbing – sound formats

<b>Module 5</b>	Presentation for Radio programmes: Formal and Informal- Radio Jockey- Programming in Commercial FM Radio stations
<b>BOOKS FOR STUDY AND REFERENCE</b>	
McLeish, Robert (2001), Radio Production, London, Focal Press	
Vinod Pavarala and Kanchan K Malik, Other Voices	
Michael Talbot, Sound Engineering Explained	
K. Tim Wulfeme, Radio-TV News Writing	
Paul Chantler, Basics Radio Journalism	
U. L. Baruah, This is All India Radio, New Delhi, Publications Division	
Hausman, Carl Benoit, Philip and O'Donnel, Lewis (2000), Modern Radio Production- Production and Performance, London, Wadsworth Thomson Learning	
Ted White, Broadcast News Writing, Reporting and Producing, London, Focal Press	

<b>TELEVISION: PRINCIPLES AND PRACTICE</b>			
<b>Course code:</b> AUJC352	<b>Vocational Course 5</b>	<b>4 Hrs/Week</b>	<b>4 Credits</b>
<b>Objective</b>	The technical and aesthetic aspects of television production, steps involved in the production, from idea generation to telecast, are being discussed in this course. The course also covers video editing and TV news packaging and basic knowledge about the functioning of a TV newsroom		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Acquisition of skills in camera, lighting and sound- understanding the principles of visual productions		
<b>CO2</b>	Knowledge in visual editing to form a complete narrative and know-how in the systematic flow of TV programming		
<b>CO3</b>	Exposure to TV news packaging and basic news room operations.		
<b>CO4</b>	Awareness about the legal and ethical framework of telecasting		
<b>COURSE MODULES</b>			
<b>Module 1</b>	TV Camera operation Basics: White Balance- Recording- Storage- Camera support systems- Lighting: Three point lighting- Indoor and Outdoor lighting- Types of lights- Intensity- colour temperature		
<b>Module 2</b>	Evolution of editing – editing principles – functions – transition devices – linear and nonlinear editing – online and off line editing –editing in the digital era –		

	computer graphics and basic animation techniques
<b>Module 3</b>	Television production : pre production – production – post production
<b>Module 4</b>	Planning a TV news story – writing news stories for television – writing to pictures – case studies – intro – opening shot – SOT’s – teasers – PTC – voice over – packaging etc – run down and panel production of news bulletins – TV news room structure – ENG – live broadcasts, planning and execution
<b>Module 5</b>	Policy on TV Broadcasting- Broadcasting Bill- Ethics of Telecasting- Current trends in television broadcasting
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Ralph Donald and Thomas Spann, Fundamentals of Television Production	
Herbert Zettl, Television Production Handbook, New York, Wadsworth	
Ivan Cury, Directing and Producing for Television	
Steve Wetton, Writing TV Scripts	
Millerson, Gerald, Video Production Handbook	
Gerald Anderson, The Technique of Television Production	
Steven E Brown, Videotape Editing	
John Halas and Roger Manuelle, The Technique of Film Animation	
Gray Anderson, Video Editing and Post Production- A Professional Guide	
Browzzard and Holgate, Broadcast News	
Fletcher, Professional Broadcasting	
Ted White, Broadcast News Writing, Reporting & Producing	
Vasuki Belavadi, Video Production	

## SEMESTER IV

### PUBLIC RELATIONS AND CORPORATE COMMUNICATION

<b>Course code: AUJC441</b>	<b>Core Course 5</b>	<b>4 Hrs/Week</b>	<b>4 Credits</b>
<b>Objective</b>	The course aims to train the students in the emerging fields of mass communication. The principles and practices of Public Relations and Corporate Communication are discussed in this course to enable the students to acquire knowledge and skills essential for job market.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Knowledge about PR concepts and Corporate Communication and its importance		
<b>CO2</b>	Understanding the significance of organizational image		
<b>CO3</b>	Know how to develop PR programmes		
<b>CO4</b>	Understand the importance of creating and maintaining better media relations.		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Public relations – definitions – origin and development of PR – objectives and functions of PR – Elements of PR- qualities of PR personnel – difference between PR and journalism - Advertising v/s PR		
<b>Module 2</b>	Publicity and public relations – Propaganda — public opinion –PR and social responsibilities		
<b>Module 3</b>	PR tools – PR campaigns –stages of PR campaigns – Promotion- Lobbying- PR Counselling and Consultancy- - crisis management – media relation – community relation		
<b>Module 4</b>	Social Audit- Transactional Analysis, PR wheel- PR codes of Ethics – public sector and private sector PR – professional organizations – IPRA – PRSI		
<b>Module 5</b>	Definitions – evolution, role and scope of corporate communication – concepts of corporate identity – corporate image –Brand strategy- Slogan/Logo/Trademark- CSR- CSR Focus areas: environmental conservation, energy conservation, community development- tools of corporate communication		
<b>BOOKS FOR STUDY AND REFERENCE</b>			
Joseph Fernandez, Corporate Communications			
Scott M. Cutlip and Allen, Effective Public Relations			

Alison Theaker, The Public Relations Handbook
C. S. Rayadu and K. R. Balan, Principles of Public Relations
B. N. Ahuja and S. S. Chhabra, Advertising and Public Relations

<b>ADVERTISING</b>			
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<b>Course code: AUJC442</b>	<b>Core Course 6</b>	<b>4 Hrs/Week</b>	<b>4 Credits</b>
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<b>Objective</b>	Advertising is a very specialized area in mass communication where the aspirants require a special set of skills which can be acquired through observation and synthesis. The course structures a frame work for students who have aptitude in similar areas.
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<b>COURSE OUTCOMES</b>	
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<b>CO1</b>	Impart historical understanding in the evolution of advertising
<b>CO2</b>	Provide theoretical foundations of advertising to help delineate and imbibe its power as a persuasive mode of communication
<b>CO3</b>	Attribute skills in the art and craft of advertising
<b>CO4</b>	Exposure to advertising in various mass media forms

<b>COURSE MODULES</b>	
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<b>Module 1</b>	Evolution of advertising – definitions – functions – types of advertising
<b>Module 2</b>	Economic and social aspects of advertising – effect of advertising -present status of advertising
<b>Module 3</b>	Elements of advertising – principles of copy writing – visualization – advertisement script writing for visual media – radio advertisements
<b>Module 4</b>	Media selection – media profile – advertising agencies – positioning – marketing role
<b>Module 5</b>	Professional organizations – code of ethics – advertising as mass communication

<b>BOOKS FOR STUDY AND REFERENCE</b>	
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Little Field and Krick Patrick, Mass Communication in Marketing
W B Moriarty, Advertising: Principles and Practice
George Belch, Advertising and Promotion
B N Ahuja and S S Chhabra, Advertising and Public Relations
S H Kazmi and SatishBatra, Advertising and Sales Promotion



<b>INTRODUCTION TO CINEMA</b>			
<b>Course code: AUJC451</b>	<b>Vocational Course 6</b>	<b>3 Hrs/Week</b>	<b>2 Credits</b>
<b>Objective</b>	To enable the students explore films historically and critically. The course also introduces the basic steps in film making.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Ability to analyse and understand Cinema as an art form. Trace the historical origins of cinema and its interactions with political and social life of mankind		
<b>CO2</b>	Knowledge about important film movements		
<b>CO3</b>	Understanding of the process of film making		
<b>CO4</b>	Exposure to the journey of Indian and Malayalam Cinema		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Evolution of Cinema: Lumiere brothers- The silent era: Edwin S Porter- George Meleis- D W Griffith- Charlie Chaplin- The Talkies- Eisenstein- Kuleshov		
<b>Module 2</b>	Important Film movements: German expressionism – Italian neo realism – French new wave – Soviet montage – Latin cinema – Japanese cinema – Hollywood cinema – African cinema – Indian cinema		
<b>Module 3</b>	Stages of Film Production: Pre-production, production and post-production- Roles of production personnel		
<b>Module 4</b>	Indian cinema – brief history; great masters of Indian cinema – Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Shyam Benegal, G. Aravindan, Adoor Gopalakrishnan, Mani Kaul, Balachandar & Girish Kasaravally; popular and middle cinema; film society movement		
<b>Module 5</b>	Malayalam cinema – brief history of Malayalam cinema, adaptation of Malayalam literary works		
<b>BOOKS FOR STUDY AND REFERENCE</b>			
Nathan Abrams, Ian Bell, Jan Udris, Studying Film			
David K. Irving and Peter W. Rea, Producing and Directing Short Film and Video			
James Monaco, How to Read a Film			
Tom Holden, Film Making			
Susan Hayward, Key Concepts in Cinema Studies			
Antony Easthope, Contemporary Film Theory			

Bernard F Dick, Anatomy of Film
Bruce Mamer, Film Production Techniques
Erik Barnow & S. Krishna Swamy (1963), The Indian Film, New York, Columbia University Press

<b>DOCUMENTARY FILM</b>			
<b>Course code: AUJC452</b>	<b>Vocational Course 7</b>	<b>4 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	The course provides theoretical knowledge on the historical evolution of documentary films and the current trends in this genre. It also discusses production aspects and hands-on training on documentary film making. This course improves the capability of students to approach a subject critically and make it into a comprehensive television documentary.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Trace the history of documentary films in India and abroad		
<b>CO2</b>	Distinguish the philosophy of documentary films with specific focus on art house film making and broadcast journalism		
<b>CO3</b>	Master the art of documentary film making		
<b>CO4</b>	Explore the current trends of documentary film making in India and abroad		
<b>COURSE MODULES</b>			
<b>Module 1</b>	A short history of documentary film making – Flaherty – Grierson – Vertov – documentary films in India – Philosophy of Documentary films		
<b>Module 2</b>	Functions of documentary as a medium – differences with fictional films – types of documentaries – narrative, expository, portrait, story, news, etc. Difference with TV news programmes		
<b>Module 3</b>	Writing for documentaries – creative use of visuals, sound, music etc. – research – treatment and scripting- Documentaries for development communication		
<b>Module 4</b>	Production of documentaries – shooting and editing patterns		
<b>Module 5</b>	Documentary Appreciation: Satyajith Ray, Adoor Gopalakrishnan, Anand Patwardhan- Yann Artus Bertrand- Michael Moore- Herzog		
<b>BOOKS FOR STUDY AND REFERENCE</b>			
Wolverton, Mike, How to Make Documentaries			
Rabiger, Michael, Directing the Documentary			
Bernard, Sheila Curran, Documentary Story Telling			
Aufderheide, Patricia (2008) Documentary Film: A Very Short Introduction, Oxford, OUP			
K.P.Jayasankar and Anjali Monteiro, A Fly in the Curry: Independent Documentary Film in India. Sage.New Delhi (2016)			

## SEMESTER V

### MALAYALAM JOURNALISM

<b>Course code: AUJC541</b>	<b>Core Course 7</b>	<b>5 Hrs/Week</b>	<b>4 Credits</b>
<b>Objective</b>	To explore the current trends and to gain historic understanding of the evolution of Malayalam journalism.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Understand the historical origins of Malayalam Journalism		
<b>CO2</b>	Study various genres of Malayalam Journalism		
<b>CO3</b>	Learn the current trends of journalism in Kerala		
<b>CO4</b>	Explore effective use of Malayalam language in journalism practices including visual media		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Early history of Malayalam Press: Missionary Zeal- Dr.Herman Gundert- Rajya Samacharam- Paschimodayam- Jnana Nikshepam- Vidya Samgraham- Sathyanada Kahalam- Nasrani Deepika. Beginning of newspapers in Malayalam- Western Star-Paschima Tharaka- Sandishtavadi – Kerala Mithram- Social reforms, Freedom struggle and Malayalam Press:- Kerala Pathrika- Mithavadi- Malayala Manorama- Mathrubhumi- Kerala Kaumudi. Swadeshabhimani Ramakrishna Pillai- Kesari Balakrishna Pillai		
<b>Module 2</b>	Present status of the newspapers in Malayalam – new trends in circulation strategies — Public campaigns –city/metro publications and pullouts on various subjects and tabloidization - newspaper series on social issues		
<b>Module 3</b>	Literary journalism in Malayalm Magazines- New trends in magazine publications – increase in visual content – sensationalisation of events – publication of scoops and exclusives – publication of specialized magazines - columns - Translation for Malayalam news media		
<b>Module 4</b>	Current trends in Malayalam Visual media- Malayalam language in visual media - Malayalam language in digital media		

<b>BOOKS FOR STUDY AND REFERENCE</b>	
Bharatiya Patra Charitram - M V Thomas	
Patrungal Vichitrangal - K P Vijayan	
Vrithantha Patrapravarthanam - Swadeshahimani Ramakrishna Pillai	
Malayala Patra pravarthana Charitram - Puthuppalli Raghavan	
Manmaranja Masikakal - Priyadarshan	

<b>INTERCULTURAL COMMUNICATION</b>			
<b>Course code:</b> <b>AUJC542</b>	<b>Core Course 8</b>	<b>3 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	To impart the concept of culture and its social interactions in a highly mediated and mediatised world with special reference to communication and its meaning-making processes.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Understand the concepts, definitions and schools of thoughts on culture		
<b>CO2</b>	Study the social interaction of culture with communication		
<b>CO3</b>	Analyse the role of Mass Media in culture and communication		
<b>CO4</b>	Discern the instruments of intercultural communication		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Culture- definitions- High culture/Low culture- Popular Culture/Mass Culture - Power/Culture – Culture as industry- Culture as capital- The Circuit of Culture (Representation, Identity, Production, Consumption, Regulation)		
<b>Module 2</b>	Mass Society theory and Mass Culture- Marxist readings on culture- Critique of Neo-Marxists: CCCS (Raymond Williams, Stuart Hall and Richard Hoggart) – Frankfurt School (Habermas, Herbert Marcuse, Adorno, Horkheimer)		
<b>Module 3</b>	Media and Technology- Toronto School (Innis, Mc Luhan)- Technological determinism- Information Society- Demassification. Media and language- Structuralism (Saussure, Barthes)- Semiology (C S Pierce, Eco)		
<b>Module 4</b>	Intercultural communication- Definitions- Barriers: Anxiety- Assuming similarity instead of differences- Ethnocentrism – Mass Media as vehicles of intercultural communication		
<b>Module 5</b>	Impact of globalization on culture- Digital media and culture		
<b>BOOKS FOR STUDY AND REFERENCE</b>			
Inter- cultural Communication Theory- Gudykunst(ed)			
Global Communication – John Merrill			

Handbook of Inter-cultural Communication – Asante et al (ed)
Electronic Colonialism – Thomas L.McPhail
Media and the Third world – UNESCO

<b>MEDIA LAWS AND ETHICS</b>			
<b>Course code: AUJC543</b>	<b>Core Course 9</b>	<b>3 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	To create awareness among students on various ethical issues involved in day-to-day journalism and provide a thorough understanding on the legal frame work within which mass media functions in India.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Historical knowledge about the evolution of press laws in India		
<b>CO2</b>	Exposure to major provisions of active press laws in India		
<b>CO3</b>	Understanding of Indian constitution within a media freedom framework		
<b>CO4</b>	Awareness about the significance of ethical media practices		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Brief History of Press laws in India- John Adams Ordinance (1823) –Metcalfe Act (1835)- IPC (1860)- Press and Registration of Books Act (1867)- The Vernacular Press Act (1878)- CrPC (1882)- The Newspapers (Incitement to offence) Act (1908)- The Indian Press Act (1910)- The Official Secrets Act (1923		
<b>Module 2</b>	Press laws since independence: The Press (Objectionable Matters) Act (1951)- The Working Journalists Act (1955)- The Newspaper (price and Page) Act (1956) and Sakal Case- The Press Council Act (1965)- Legislations during emergency- Censorship		
<b>Module 3</b>	Freedom of Speech and Expression : Brief history in global context- Constitution and Freedom of expression- article 19 (1)a - reasonable restrictions- fundamental rights and directive principles - Right to Information		
<b>Module 4</b>	Types of law courts – judicial system in India – civil and criminal frame work – executive and judiciary – role of fourth estate- Defamation – libel and slander – possibilities and challenges- Contempt of court act — copy right act – drugs and magic remedies act		
<b>Module 5</b>	Media ethics – code of ethics – press council of India – censorship - self-regulation – Ethical and Legal obligations of broadcasting and telecasting - cyber		

laws in India- IT Act 2000 and Supreme Court verdicts- Data privacy
<b>BOOKS FOR STUDY AND REFERENCE</b>
K. D. Umrigar, Media Laws
Kundra S., Media laws and Indian Constitution
Naresh Rao and Suparna Naresh, Media Laws: An Appraisal
Karan Sanders, Ethics and Journalism
Paranjoy Guha Thakurtha (2012), Media Ethics: Truth, Fairness and Objectivity, New Delhi, OUP
S.R. Sanjeev (Ed.) COVID-19 Infodemic- Problem, Prospect and Retrospect. The Route maps of Kerala DC Books (2020)

<b>INTRODUCTION TO COMMUNICATION RESEARCH</b>			
<b>Course code:</b> <b>AUJC551</b>	<b>Vocational Course 8</b>	<b>4 Hrs/Week</b>	<b>4 Credits</b>
<b>Objective</b>	This course is aimed at giving exposure to students to Mass Media Research. The data collection and analysis techniques on the basis of existing knowledge will empower them to build critical thinking abilities and scientific analytical skills.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Knowledge in various approaches of research and areas of research that can be pursued upon.		
<b>CO2</b>	Ability to define problem and frame a concrete research plan to find solutions to problems		
<b>CO3</b>	Skills in quantitative data collection, analysis and presentation of results		
<b>CO4</b>	Exposure to qualitative techniques of research		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Research: Definition- Social Science Research- Scientific Research- Significance of Theory- Deduction and Induction- Types of Research: Basic, descriptive, explanatory, exploratory, qualitative, quantitative and triangulation methods. Communication Research Areas: Source, Message, Medium, Audience.		
<b>Module 2</b>	Problem identification- Review of literature- Theoretical Framework- Research Questions- Hypotheses- Research Design		

<b>Module 3</b>	Variables: Independent and dependent- extraneous, intervening- Research Instrument: Survey- Construction of questionnaire- Scales: Nominal, ordinal, interval and Ratio. Attitude measurement: Likert, Semantic Differential scales- Online tools for survey
<b>Module 4</b>	Data collection: Sampling procedures- Interviewing- Data analysis: Mean, Frequency, Cross tabulation-
<b>Module 5</b>	Qualitative research methods- In depth interviews- FDG- Content analysis- case studies. Wring the report- Styles of referencing
<b>BOOKS FOR STUDY AND REFERENCE</b>	
A Guide to Conducting Online Research: Ted J. Gaiser & Anthony E. Schreiner, Sage, 2009.	
Mass Media Research– Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick, Wadsworth, 2008.	
Research Methodology– A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008.	
Research Methods in the Social Sciences: eds Bridget Somekh & Cathy Lewin, Sage, 2005.	
Doing Qualitative Research– A Comprehensive Guide: David Silverman & Amir Marvasti, Sage, 2008.	

<b>VIDEO PROJECT (Practical)</b>			
<b>Course code: AUJC552</b>	<b>Vocational Course 8</b>	<b>4 Hrs/Week</b>	<b>4 Credits</b>
Guidelines for the production and submission of Graduate Video Project in the Fifth Semester of First Degree Programme in Journalism, Mass Communication & Video Production.			
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Hands on training on three stages of visual production.		
<b>CO2</b>	Solidifying ideas for visual production through research, brainstorming and field work		
<b>CO3</b>	Execution of the project with the help of available technological tools.		
<b>CO4</b>	Analysis of the production and critical reflection on final outcome		
<b>GUIDELINES</b>			

During the fifth semester, a video programme should be produced either individually or in groups of not more than five students towards partial fulfillment of the FDP in Journalism and Mass Communication. The production period of the programme will be sixty days from the date of submission (the deadline for which will be notified by the Head of Department) of the proposal. The course coordinator may notify the schedule of video production giving details of the deadlines for submission of draft proposal and script, final shooting script and the finished programme in digital format.

The synopsis, treatment notes, story board, final shooting script and finished programme in digital format are to be evaluated on individual basis by a panel comprising of an external examiner and an internal examiner appointed by the CoE. The department shall set a panel of experts as examiners for the evaluation of video project. The exam schedule shall be prepared by the CoE before the commencement of 5<sup>th</sup> semester theory examinations.

The video programmes can be of the following types.

A. A documentary of 8 to 10 minutes duration

OR

B. A news magazine comprising of at least three packages, each with a minimum of three minute duration.

The video project shall be

- 1) produced in the digital video format with relevant audio content.
- 2) submitted to the concerned faculty member on or before the last day of the 60-day production period with an authentication certificate issued by the HOD.
- 3)

**Evaluation Scheme for documentaries**

Details of the Graduate Video project	Marks
Preparation of Programme Proposal (Clarity of the proposal, budget, research material used, story board if needed & the presentation of synopsis will be taken into consideration)	10
Script	10
Visual quality	10
Audio quality	10
Overall assessment	40



<b>Total</b>	<b>80 Marks</b>
<b>Evaluation Scheme for news magazines</b>	
Story idea (to be submitted as a note with suggestion of visuals, interviews, sounds etc.)	10
Script	10
Visual quality	10
Audio quality	10
Overall assessment	40
<b>Total</b>	<b>80 Marks</b>
Marks will be awarded in a viva voce examination conducted by a panel comprises of one external examiner and one internal examiner.	
<b>Continuous evaluation (CE)</b>	
Continuous evaluation of the Video Project (Practical) paper will be done on the basis of the following criteria.	
Attendance	5
Video presentations/seminar	5
Video Assignments such as PSA, short fiction etc.	10
<b>Total</b>	<b>20 Marks</b>

<p><b>OPEN COURSES OFFERED BY THE DEPT. OF JOURNALISM AND MASS COMMUNICATION IN FIFTH SEMESTER</b></p>
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<b>FILM APPRECIATION</b>			
<b>Course code:</b> AUJC581.a	<b>Open Course</b>	<b>3 Hrs/Week</b>	<b>2 Credits</b>
<b>Objective</b>	This course aims at introducing film as a 21 <sup>st</sup> century art form through it's history and evolution. The course also imparts basics of film making and enables the students to appreciate films as an aesthetical visual narrative.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Trace the history, politics and philosophy of World and Indian Cinema		
<b>CO2</b>	Exposure to basics of film making		

<b>CO3</b>	Impart knowledge and cultivate better tastes to appreciate a film
<b>CO4</b>	Explore various film movements and studies of contemporary world, Indian and Malayalam Cinema
<b>COURSE MODULES</b>	
<b>Module 1</b>	Evolution of cinema – origin of cinema and its development into a distinctive visual narrative art form; brief description of the major landmarks in the history of cinema from Lumiere brothers’ actuality shots through the silent era and Talkies- film as an art, industry and political propagandist
<b>Module 2</b>	Language of cinema –visual composition;-mis-en-scene- shot, scene and sequence; shot sizes; camera and subject movements; camera angles; creative use of light and colour; sound effects, ambient sound, music and dialogue delivery- Basics of film editing – the principles of editing and its functions; evolution of montage theory- Pre-production- Production and Post-Production
<b>Module 4</b>	Major film movements – German expressionism; Italian neo-realism; French new wave; the Western and Hollywood cinema; comedy films; cinema verite; and documentary movies
<b>Module 5</b>	Indian cinema – brief history; great masters of Indian cinema – Satyajit Ray, Mrinal Sen, Ritwik Ghatak, G. Aravindan, Adoor Gopalakrishnan- popular and middle cinema; film society movement
<b>Module 6</b>	Malayalam cinema – brief history of Malayalam cinema, adaptation of Malayalam literary works
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Andrew Dixx (2005), Beginning Film Studies, New Delhi, Viva	
Gerald Mast (1985), A Short History of the Movies, Oxford, OUP	
Arthur Asa Berger (1998), Seeing is Believing: An Introduction to Visual Communication, New York, Mayfield	
Rudolf Arnheim (1957), Film as Art, Los Angeles, University of California Press	
Susan Hayward (2005), Cinema Studies: Key Concepts, London, Routledge	
Bill Nichols (1976), Movies and Methods, Los Angeles, University of California Press	
Joseph V. Mascelli (1965), The Five C’s of Cinematography, Los Angeles, Silman James Press	
Bruce Mamer, Film Production Technique, New York, Thomas Wadsworth	
Bernard F. Dick (1978), Anatomy of Films, New York, St. Martin’s Press	
Louis G. (2004), Understanding Movies, New York, Simon & Schuster Co.	
Badwen, Liz-Anne (1976), Oxford Companion to Film, New York, OUP	
Paul Rotha & Richard Griffith (1960), Film Till Now, New York, T-Wayne	

Gerald Mast (1979), <i>The Comic Mind: Comedy and the Movies</i> , Chicago, University of Chicago Press
Jay Leyda (1960), <i>Kino: History of the Russian and Soviet Film</i> , New York, MacMillan
Andre Bazin (1971), <i>What is Cinema (2 Volumes)</i> , Los Angeles, University of California Press
Erik Barnow & S. Krishna Swamy (1963), <i>The Indian Film</i> , New York, Columbia University Press
Siegfried Kracauer (1959), <i>From Caligari to Hitler</i> , New York, Noonday

<b>COMMUNICATION SKILLS</b>			
<b>Course code: AUJC581.b</b>	<b>Open Course</b>	<b>3 Hrs/Week</b>	<b>2 Credits</b>
<b>Objective</b>	This open course expose students from disciplines other than Mass Communication, to the basics of effective communication, process of communication, and effective communication practices.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Students will have the knowledge about various aspects of effective communication.		
<b>CO2</b>	Awareness about types of communication and nuances of nonverbal communication		
<b>CO3</b>	Ability to use language as an effective tool in communication		
<b>CO4</b>	Knowledge about mass media forms and how the process of communication is being carried out in Mass Communication scenarios.		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Communication – definitions- importance of communication- Functions of communication-Elements of Communication- SMCR model- 7C’s of Communication-Need for Effective communication, Language & communication		
<b>Module 2</b>	Types of Communication-Verbal and Non-verbal communication- Intra personal, inter personal, group communication, mass communication-Formal and informal communication- Upward and downward communication-role of body language and movements(Kinesics, haptics etc), role of proximity- Grapevine Communication - Importance of Feedback		
<b>Module 3</b>	Process of Communication-importance of language in writing, speaking, and listening skills- Essentials of good Writing styles expressions & words to be avoided- Concept of noise in communication, Barriers of Communication		
<b>Module 4</b>	Communication in practice: Writing reports, business communication, presentation skills, the art of interviewing.		
<b>Module 5</b>	Mass Communication - print, broadcast and Internet media, Characteristics and functions. Gate keeping and media: comparison between conventional media and internet media- Convergence of Communication technologies-Scope and Effects		

	of new age communication
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Rayudu C.S., Communication, Himalaya Publishing House.	
Effective communication skills by John Neilson.	
Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.	
Improve your communication skills by Alan Barker, Kogan Page Publisher	
Aggarwal Virbala, Gupta V.S., Handbook of Mass communication & Journalism, Concept publishing company.	
Hasan Seema, Mass communication Principles and concepts, CBS Publishers and Distributors	

## SEMESTER VI

### DEVELOPMENT COMMUNICATION

<b>Course code:AUJC641</b>	<b>Core Course 10</b>	<b>4 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	The course introduces major theories of development and development communication and builds a perspective for development journalism. It also discusses the role of media in development and shares some experiences from India and abroad.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Knowledge about the core concepts and theories of development, development communication and development journalism		
<b>CO2</b>	Sensitisation of development communication in practice		
<b>CO3</b>	Exploration of the scope of development communication in areas such as agriculture, environment, poverty eradication etc.		
<b>CO4</b>	Awareness on the functions of agencies of development and development communication.		
<b>COURSE MODULES</b>			
<b>Module 1</b>	The meaning of development – different approaches – major theories of development – dominant paradigm (Rostow, Lerner, Schramm, Rogers)- Critique on DP- Major theories after DP: Structuralist- Dependency-alternative paradigm		
<b>Module 2</b>	Development communication – concepts and theories of development communication –Development Support Communication- Development Journalism- development communication campaigns		
<b>Module 3</b>	Issues in development communication: health, education, agriculture, environment, poverty and hunger, gender equality – MDGs –SDGs-participatory communication – C4D- Communication for Social Change		
<b>Module 4</b>	Media and development – folk media – print – radio – television – film – new media – agencies of development – UNESCO – UNDP – UNICEF – WHO – FAO – ILO – environmental protection groups		
<b>Module 5</b>	Discussion on Kerala Model of development- Issues of Kerala Model-		

	Infrastructure- Second generation health issues- Challenges in education- Displacement- Case studies: Literacy campaign, Decentralisation, Silent valley movement
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Srinivas R Melkote and H Leslie Steeves (2007), Communication for Development in the Third World: Theory and Practice for Empowerment, New Delhi, Sage	
D.V.R. Murthy (2007), Development Journalism- What Next? An Agenda for the Press, Hyderabad, Kanishka	
Dipankar Sinha (2013) Development Communication: Contexts for the 21 <sup>st</sup> Century, New Delhi, Orient BlakSwan	
Maya Ranganathan and Usha M. Rodrigues (2010), Indian Media in a Globalised World, Sage	
Manyozo (2012) Media, Communication and Development: Three Approaches, New Delhi, Sage	
Ratnesh Dwivedi (2013) Mass Media and Communication in Global Scenario, Kalpaz Publication	
Mridula Menon (2007), Development Communication and Media Debate, Kanishka	
P Sainath, Everybody Loves a Good Drought	
Jan Servaes, Communication Development and Social Change	
Kirk Johnson, Television and Social Change in Rural India	

<b>BUSINESS AND FINANCIAL JOURNALISM</b>			
<b>Course code:AUJC642</b>	<b>Core Course 11</b>	<b>5 Hrs/Week</b>	<b>4 Credits</b>
<b>Objective</b>	This course provides the basic knowledge on how business journalism is being practiced in newspapers, television channels and magazines. It also introduces the basic structure of Indian and Kerala economy with a global perspective. The students are exposed to the fundamentals of financial market operations through this course.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Introduction of basic concepts and theories of Economics		
<b>CO2</b>	Provide an overview and salient features of Indian Economy and Kerala Economy		
<b>CO3</b>	Impart basic skills required for a business and financial journalist		

<b>CO4</b>	Explore the current trends in business journalism
<b>COURSE MODULES</b>	
<b>Module 1</b>	Major schools of modern economic thinking – classical, neo classical, Marxian, Keynesian and monetarist schools
<b>Module 2</b>	Milestones of Indian economy – post independence scenario – five year plans – overview of Nehruvian model – green revolution – bank nationalisation – control and permit raj – liberalisation in 90’s – major institutions in India – Planning Commission – Finance Commission – Niti Aayog - Ministry of Finance and Commerce – state level Planning Boards
<b>Module 3</b>	Business reporting and editing – basics of budget – budget reporting – Reserve Bank of India and basics of monetary policy – introduction to stock markets – regulatory mechanism
<b>Module 4</b>	Business Journalism in India – major business dailies, magazines and TV channels – Kerala economy: an overview
<b>Module 5</b>	Reporting Rural Economy: Agriculture, Traditional Industries, Natural calamities and impact on rural economy- reporting poverty
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Jay Taparia (2003), <i>Understanding Financial Statements: A Journalist’s Guide</i> , Marion Street Press	
Chris Roush (2010), <i>Show Me the Money: Writing Business and Economics Stories for Mass Communication</i> , Routledge. (second edition)	
Terri Thompson (Ed.) (2000), <i>Writing About Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism</i> , Columbia University Press.	
Conrad Fink (2000 ), <i>Bottom Line Writing: Reporting the Sense of Dollars</i> , Iowa State University Press	
Robert Reed and Glenn Lewin (2005), <i>Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat</i> , Marion Street Press	
Kenneth Morris and Virginia B. Morris (2004), <i>The Wall Street Journal Guide to Understanding Money &amp; Investing</i> , Lightbulb Press Inc	
Chris Roush (2010), <i>Profits and Losses: Business Journalism and Its Role in Society</i> , <i>Marion Street Press</i> (second edition)	
Chris Roush and Bill Cloud (2010), <i>The Financial Writer’s Stylebook: 1,100 Business Terms Defined and Rated</i> , Marion Street Press	

<b>ADVANCED TELEVISION PRODUCTION</b>			
<b>Course code:AUJC643</b>	<b>Core Course 12</b>	<b>4 Hrs/Week</b>	<b>3 Credits</b>
<b>Objective</b>	The course discusses in-depth understanding of production aspects of various television formats and on-screen presentations.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Provide an overview of EFP, Live telecast and latest TV production techniques		
<b>CO2</b>	Impart basic skills required for a TV producer/director		
<b>CO3</b>	Improvement of on-screen presence: Imparting skills required for an anchor, presenter		
<b>CO4</b>	Introduction of graphics of various television formats		
<b>COURSE MODULES</b>			
<b>Module 1</b>	TV Genres- GEC, Infotainment, educational- news and current affairs- travel and lifestyle- Business etc. – Reality show- Soap opera- Sitcom- Programme Research- Primary and secondary data sources- Stages of scripting: From idea generation to shooting script		
<b>Module 2</b>	Video production –EFP productions – OB operations – physical attributes of a video studio– mobile production units – Broadcasting solutions: ENPS and iNews- TV and Internet convergence		
<b>Module 3</b>	Direction – aesthetics: script analysis – composition (emphasis, balance, movement, rhythm, pantomimic dramatization) – direction techniques - On-screen appearance – On air (performance, presence, getting through the audience, know your material, ad lib etc.) – news anchoring – anchoring various shows		
<b>Module 4</b>	Graphics for television – overlays and chroma key – content generation for graphics- AR, VR and AI in television– virtual studios		
<b>Module 5</b>	Analogue and Digital Technology- Development of Video recording- Video formats- Media storage systems- Transmission technologies- Terrestrial- Cable and Satellite broadcasting- CAS- DTH- IPTV		
<b>BOOKS FOR STUDY AND REFERENCE</b>			
Boyd, Stewart & Alexander (2008), Broadcast Journalism: Techniques of Radio and			



Television News, New Delhi, Elsevier
Donald & Spann (2004) Fundamentals of Television Production, New Delhi, Surjeet Publications
Belavadi, Vasuki (2013), Video Production, New Delhi, OUP

<b>ONLINE MEDIA AND DATA JOURNALISM</b>			
<b>Course code:AUJC651</b>	<b>Vocational Course 10</b>	<b>5 Hrs/Week</b>	<b>4 Credits</b>
<b>Objective</b>	This course discusses the developments in communication and media technologies, convergence of media and its applications in journalism.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Explore the possibilities of Internet as a mass medium		
<b>CO2</b>	Learning of using journalistic skills in Cyber Media		
<b>CO3</b>	Introduction of computer technology and web page designs		
<b>CO4</b>	Exposure to internet applications of traditional media forms		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Internet as mass medium – its potential and limitations – hypertextuality – interactivity – multimediality- convergence- blogs –vlogs- news portals – social networking sites		
<b>Module 2</b>	Online Journalism: web page design basics- Hosting a web page- Visibility- Search engine optimisation- propriety and open source solutions – open source journalism – participatory journalism- precision journalism- internet editions of newspapers and TV channels		
<b>Module 3</b>	Introduction to data journalism- Journalistic skills required to obtain data- Search engine techniques for data collection- Basics of Data Journalism tools like MS excel, Google Fusion Tables, SQL, Python etc- How to transfer data into stories, infographics and interactive data visualisation- Websites operating on data journalism eg. BBC Media Action Data portal, Gapminder Foundation, How India Lives, Health Analytics India, Factly, India Spend etc.		
<b>Module 4</b>	MoJo: Tools and techniques- Vertical videos – Shooting methods and use of gfx- editing tools- Building a visual narrative with MoJo tools		
<b>Module 5</b>	Communication revolution and new media – networked society – new media and public sphere- internet and culture – digital divide – Post truth phenomenon in journalism (Mis/dis/mal information in media- Fact checkers: Online tools)		
<b>BOOKS FOR STUDY AND REFERENCE</b>			

Sharma D., Introduction of IT
Andrew Dewdney and Peter Ride, The New Media Handbook
Ward, Mike, Journalism Online
Ray, Tapas, Online Journalism, London, Cambridge University Press
Brian Winston, Media, Technology and Society
Kevin Kawamoto (Ed. 2003), Introduction to Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Rowman and Littlefield Publishers

<b>ELECTIVE COURSES OFFERED BY THE DEPT. OF JOURNALISM AND MASS COMMUNICATION IN SIXTH SEMESTER</b>
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<b>MULTI MEDIA PRODUCTION</b>			
<b>Course code: AUJC691.a</b>	<b>Elective Course 1</b>	<b>4 Hrs/Week</b>	<b>2 Credits</b>
<b>Objective</b>	This course discusses the theoretical and practical aspects of the Multimedia Production and introduces new technologies and its application to students.		
<b>COURSE OUTCOMES</b>			
<b>CO1</b>	Introduction to multimedia applications in media industry and services		
<b>CO2</b>	Understanding the visual language and its usage in various media applications		
<b>CO3</b>	Exposure to design principles, techniques and applications		
<b>CO4</b>	Learning the step by step process of multimedia production		
<b>COURSE MODULES</b>			
<b>Module 1</b>	Introduction to multimedia – what is multimedia – definitions; nature and characteristics of multimedia products and services; multimedia applications; relevance of multimedia application in the media industry and the knowledge acquisition programs; multimedia system architecture		
<b>Module 2</b>	Introduction to visual language – design principles; elements of design and layout; colour in design, use of text, pictures, graphs, drawings, video and audio in various media		
<b>Module 3</b>	Multimedia file formats – standards & communication protocols; conversions; data compression and decompression; image authoring and editing tools; image file formats – JPEG, TIFF, GIF, PNG, layers, RGB, CMYK; contrast, brightness; slicing, contrast ratio; aspect ratio; gray scale; filters; blending tools;		

	image enhancing & designing techniques
<b>Module 4</b>	Images and graphics in multimedia; creating and manipulating images using painting, drawing and editing; sources of images/graphics; scanning images; making and using charts/diagrams/ vector drawings; use of colours
<b>Module 5</b>	Multimedia production; idea/concept; outline; script; story board; templates; user interface; production and delivery strategies; designing the navigation structures (linear, hierarchical, non-linear and composites); hot spots and buttons; text, images, sound and animation; video edit software and techniques of editing; video capturing and editing tools; video compression techniques; graphic techniques (tilting, special effects. Graphic plug-ins, matting and compositing, image matting, video matting, shadow matting and compositing, animating pictures)
<b>Module 6</b>	Multimedia authoring tools – page-bases; icon-bases; time-based and object-oriented tools; testing and evaluation of the project
<b>Module 7</b>	Practicals; use of Audition, Sound booth, Photoshop, Flash, Adobe Premier/Avid in classroom exercises; creation of an interactive website or multimedia CD

### **BOOKS FOR STUDY AND REFERENCE**

Rao, Bojkovic & Milovanovic (2009), Multimedia Communication Systems, New York, Phi Learning
Andrew Dewdney & Peter Ride (2006), New Media Handbook, London, Routledge
Lisa Brenneis & Michael Wohl (2011), Final Cut Pro, Peachpit Press
Peter Wells (2007), Digital Video Editing: A User's Guide
Richard Williams (2009), The Animator's Survival Kit, New York, Faber & Faber
D. S. Sherawat & Sanjay Sharma (2010), Multimedia Applications, New Delhi, SS Kataria & Sons
Judith Jeffcoate, Multimedia in Practice, New Delhi, Pearson Education
J. Nielson (1995), Multimedia and Hypertext, London, Academic Press

### **SCIENCE JOURNALISM**

<b>Course code:</b> <b>AUJC691.b</b>	<b>Elective Course 2</b>	<b>4 Hrs/Week</b>	<b>2 Credits</b>
<b>Objective</b>	The course provides specialized knowledge and skills in reporting science related matters and gives an overview of the methods to be adopted in analyzing subjects related to science.		

<b>COURSE OUTCOMES</b>	
<b>CO1</b>	Introduction to specialised reporting of Science related matters
<b>CO2</b>	Learning the art of dealing with scientific data
<b>CO3</b>	Acquiring skills to write scientific stories in common man's language
<b>CO4</b>	Specific study of reporting of environment, agriculture, IT etc.
<b>COURSE MODULES</b>	
<b>Module 1</b>	Fundamentals of science journalism- Definition, sources of information, what makes a good science story - qualities of a science journalist.
<b>Module 2</b>	Presentation formats and techniques of science communication- News articles, interviews, essays, short feature, audio visual forms, etc. Mass media for science communication.
<b>Module 3</b>	Reporting of Nature and Environmental issues - Major environmental issues: climate change, environmental hazards, resource depletion, protection of bio diversity- conservation of any ecologically fragile areas- Impact of new technology: GM crops, global warming. Social issues related to energy, water conservation, pollution ( air,water,soil), Nuclear hazards
<b>Module 4</b>	Ethics of science journalism, challenges faced by science journalist, consequences of inaccurate reporting of science research. Models of science communication- Disseminating model, Dialogue model and participatory model
<b>Module 5</b>	Specialised reporting: agriculture - medicine, IT- , biotechnology etc. - Professional development and training in Science Communication
<b>BOOKS FOR STUDY AND REFERENCE</b>	
Burkett D.W., Writing Science News for Mass Media	
Hildenbrand Joel, Science in the Making	
Vilani J.V. (1993), Science Communication and Development, New Delhi, Sage	
Rahman, A. (1984), Science and the Human Condition in India and Pakistan, New York, Rockfeller University Press	
Bernal, J. D. (1971), Science in Hisoty (4 Volumes), Massachussetts, MIT Press	
Mukherji, S. K. & B. V. Subbarayappa (1984), Science in India: A Changing Profile, New Delhi, INSA	
Nelkin, D. (1987), Selling Science: How the Press Covers S & T, New York, Freeman & Co.	
Cox Robert, Environmental Communication and the Public Sphere	
Stuart Allan (2002), Media, Risk and Science, Open University Press	

